

**THE PUBLIC SERVICE COMMISSION OF  
SOUTH CAROLINA**

**DOCKET NO. 2015-407-T**

IN RE: Application of Carolina Movers, LLC d/b/a Smooth )  
Move for a Class E (Household Goods) Certificate of ) **VERIFICATION OF**  
Public Convenience and Necessity for Operation of ) **PAM MORELL**  
Motor Vehicle Carrier )

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The Affiant, after having been duly sworn, deposes and states as follows:

1. I, Pam Morell, am a realtor for Keller Williams Realty.
2. My office is located at 1035 Oakland Avenue, Rock Hill, SC 29732.
3. I have read and verified my Testimony, which consists of 3 pages.
4. The contents of my Testimony are true and correct to the best of my knowledge, and my answers to the questions posed therein would have been the same if given orally on the stand.

Further, Affiant sayeth not.

  
\_\_\_\_\_  
Pam Morell

Sworn and subscribed to me   
This 7<sup>th</sup> day of MARCH, 2016

Notary Public for SC

My Commission Expires 9.4.25

**Carolina Movers, LLC d/b/a Smooth Move  
Docket No. 2015-407-T  
Shipper Witness Testimony of Pam Morell**

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**Please state your full name and business address for the record.**

Pam Morell, Keller Williams Realty, 1035 Oakland Ave, Rock Hill 29732

**And Ms. Morell can you tell me what do you do for a living?**

I am a realtor for 39 years all right here.

**Can you briefly explain what a real estate professional does?**

Well, what do we do? Hope we make people happy in the end. We have to know our market, lenders, repair people, and we have to know everybody that has to do with a house so we can offer a total package when it comes to working with buyers and sellers.

**Can you tell me a little bit about Keller Williams Realty?**

Keller Williams has about 270 agents in this market place. We are the leading agency and the largest real estate franchise in the world.

**I know you have been a real estate agent for 39 years. How long have you been with Keller Williams?**

Since they opened their doors, so for about 10 years.

**In your current real estate profession, where do you focus most of your efforts generally in terms of geography?**

I am licensed in both North and South Carolina but I very rarely will do something in North Carolina. Mostly I am focused on the Tri-county, which is basically Fairfield county, York county, Lancaster county, and Chester county.

**Thank you Pam. Based upon your years of experience of business in South Carolina as well as other things you described to me, have you had an occasion to service and become knowledgeable about the household goods moving market and that amount of people moving within the State of South Carolina and in our area?**

Fortunately, we are alive and well. The market is absolutely alive and well not only here but through our state. The prices are fair and people aren't trying to take advantage. The market being fairly priced and the sellers listening to how they need to have their homes ready for the market are excellent. I say probably 65% of my people are people that are making a local move. Probably almost two-thirds to three-quarters of the folks I work with are making local moves; Up in house or down in house, out in the country or into the city.

**When you do have the occasion and you do sell, which we do know you sell a lot in this area, do you have the interface or ability to refer actual household goods movers to people?**

I have a list of recommended people and I give that to all my sellers and all my buyers. Those are people that I have been satisfied with. People come off my list and people go on my list. These are people that buy large and I have gotten really good feedback from my buyers and my sellers. Sometimes I get feedback that is not the greatest that I think that the firm needs to know, I call and share that with them. I have a recommended list that they don't have to use it and says that they don't have to. More often than not they do use the list if they don't already have somebody in mind to use. Rarely will they go to the internet or the phone book.

**How many real estate agents are in your office?**

We have about 270 now.

**And do they also have the opportunities to recommend movers as well?**

All of them do. We have to be the whole package. Most of the time these are people that haven't moved in 8-10 years or people that aren't from here and they look to us for all of that. They don't have to go with them. The list that I have I found to be tried and true. People come off it every once in a while. If my customers find the service to be poor and I find it to be true, I take them off my list. I don't call the provider and tell them they are awful, I just take them off.

**Are you familiar with the company Smooth Move and have you ever worked with them?**

Absolutely, ever since they came into town, I say they have made a real difference. I have recommended them many times, for people that need somebody to come and move things around to people that are moving across country or statewide.

**If Smooth Move obtains a state wide authority meaning the ability to move all over the state and you were given the opportunity, would you anticipate referring business to Smooth Move?**

Of course!

**Is your company in the position to influence agents or professionals in decisions for respects or referrals of moving companies? I think you hit on that earlier but this is something they would want to hear.**

Smooth Move can be an affiliate of our company. I think you are aren't you? That's it. Being an affiliate of our company all the agents 260-270 have a continuing list online. We are pretty picky of who becomes an affiliate. If you are an affiliate you are on that list in front of 270 plus because a lot of people will share that list with somebody else.

**Alright and this is one of my last questions or 2 questions. In dealing with the type of real estate and transitions you do, in your experience are you in a position to access or give an idea of what the demand of a household good moving company currently is as compared to sometime in the past?**

Well I have always felt like we had a short list of people to pick from. There weren't enough moving companies, people were having to go to Charlotte and hire companies out of Charlotte. I feel like we are not over served, we are still a little under served. You all coming to town has made such a difference.

**Ok and my last question is based on your knowledge would it be a fair statement to say that the State could support another household good moving company like Smooth Move?**

Of course. Absolutely. Without a doubt. Our other agencies located throughout SC are experiencing an increase in market activity, and those in smaller territories often don't have a local mover and are forced to use one from a nearby city.

Thank you. That is all I have. Do you have anything else of does this conclude your testimony?

That is all I have as well.